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Incorporation.AI offers a range of AI solutions depending on the complexity from single purpose AI.Minion to multifunctional AI.Worker and digital clones with AI.Factory for enterprises that want to harness the power of AI and their existing teams to succeed in today's Intelligence Revolution
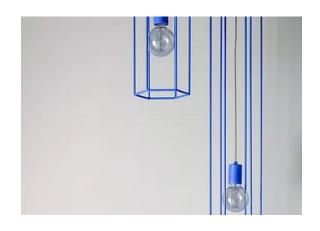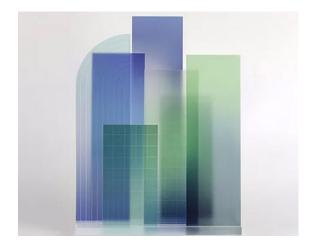
Customer Loyalty

Project Goals

The goal of the project was to boost our client's growth by predicting customer loyalty. Based on historical sales data, we used machine learning to identify patterns for diverse users and identified features are the most impactful.

Solution Design

We pre-processed the data and trained multiple models such as **XGBoost**, **Support Vector Machine**, **Random Forest**, and Logistic Regression. Based on the metrics **AUC-ROC** and **log loss**, **XGBoost** was selected as the model that best identified the features that strengthen customer's loyalty to the brand.

Outcomes

From a binary classification (loyal or not loyal), we switched into a multi-class approach that better reflects the customer's degree of loyalty. Finally, we provided quantified potential gains of investment (7% to 14% increase) if managers follow proposed suggestions on the features we identified.

What AI can do for you?

Business Planning
Decision-making Insights
Customer Insights
Process Automation

Industries we Serve

Agriculture	Healthcare
Automotive	Real Estate
CPG	Food
E-Commerce	Many more